

LESSON PLAN

SUPER BOWL ADVERTISING

THIS LESSON INSTRUCTS STUDENTS HOW TO:

- Describe the concept of branding.
- Define advertising.
- Explain why brands would want to advertise during the Super Bowl
- Describe the concept of ratings and understand how ratings influence television advertising.
- Explain why Super Bowl commercials are so expensive.
- Activity: Play Super Bowl Ad BINGO

RESOURCES	QUESTIONS
<p>DISCUSSION PROMPTS</p> <p>1 Review the Super Bowl Advertising Bingo cards and discuss these questions with your classmates or with a partner.</p>	<p><i>Estimated Time: 5 minutes</i></p> <p>STUDENT ANSWERS WILL VARY. However, some analysts are suggesting this year's ads might be more effective given the pandemic as fans may be more likely to pay even more attention to the commercials without the distraction of being at Super Bowl parties.</p> <p>Another conversation you may consider starting with students is the notion that many brands this year plan to shift strategy this year to invest in messages that support activism, in some cases even sitting the event out entirely (like Coke).</p> <ol style="list-style-type: none">1. How many logos do you recognize from this year's Super Bowl advertisers (review your BINGO card)?2. Do you notice any prominent brands that might be missing?3. Why do you think some companies might be sitting out this year's Super Bowl from an advertising perspective?4. Do you think there might be an advantage to advertising during this year's Super Bowl given the ongoing pandemic that will keep fans from congregating for parties? Why or why not?

COMPREHENSION CHECK

*Estimated Time: 30 minutes***Sports business concepts covered in this activity:**

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Students should review lessons 3.2, 4.7 and 6.1 in their textbook to learn about the concepts covered in this lesson plan.

1. What are broadcast rights?
Broadcast rights are fees paid by broadcast companies to sports or entertainment properties for the opportunity to provide live coverage of the property's games and events on television, the radio or the Internet.
2. What are ratings?
Radio, cable, broadcast television companies and streaming providers measure their effectiveness and reach through ratings, which are expressed as a percentage of the potential TV audience viewing at any given time.
3. Why are ratings important to the NFL? Why are they important to the broadcaster of this year's Super Bowl (CBS)? Why are they important to advertisers?
Without ratings, CBS would have a difficult time selling advertising (especially at \$5 million + per :30 spot) and the NFL would not be able to command million-dollar rights fees. Higher ratings provide a value for advertisers knowing the advertisement reaches a large audience.
4. What is branding?
Branding is the use of a name, design, symbol, or a combination of those elements that a sports or entertainment organization uses to help differentiate its products from the competition.
5. What is advertising?
Advertising can be defined as any paid, non-personal form of communication by an identified company promoting goods and services.
6. Why do brands advertise?
Advertising helps a brand to reach consumers and communicate information that helps influence purchase decisions.
7. Why do brands want to advertise during the Super Bowl?
With millions of fans tuning in to watch the game, brands benefit by gaining recognition, awareness and potentially build brand affinity/loyalty.

In addition to branding benefits, the Super Bowl provides a stage for a company to launch promotions and/or new products and services. The publicity surrounding the game also helps generate valuable buzz surrounding the brand.
8. Why are Super Bowl ads so expensive?
The Super Bowl is the most-watched television show every year. With such a huge television audience, broadcast companies can command high dollar rates for commercials that air during the "big game".



COMPREHENSION CHECK

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Estimated Time: 10 minutes

1. **TRUE/FALSE.** Broadcast rights are fees paid by broadcast companies to sports or entertainment properties for the opportunity to provide live coverage of the property's games and events on television, the radio or the Internet.
2. **TRUE/FALSE.** Radio, cable, broadcast television companies and streaming providers measure their effectiveness and reach through retweets and likes, which are then converted into a metric called ratings.
3. **TRUE/FALSE.** Branding is not something advertisers are concerned with when they invest in Super Bowl commercials.
4. _____ refers to any paid, non-personal form of communication by an identified company promoting goods and services.
 - a. Advertising
 - b. Publicity
 - c. Branding
 - d. TV commercials
5. _____ refers to the use of a name, design, symbol, or a combination of those elements that a sports or entertainment organization uses to help differentiate its products from the competition.
 - a. Branding
 - b. Publicity
 - c. Marketing
 - d. Advertising

STUDENT ACTIVITY

4

**PLAY SUPER BOWL ADVERTISING
BINGO**

Estimated time: TBD based on Super Bowl broadcast time

1. Review your Super Bowl Advertising BINGO card to make sure you know which logos represent this year's advertisers.
2. As you watch the game, cover your squares when that brand's advertising appears during the Super Bowl television broadcast. For example, if Mountain Dew is the first ad that plays after the game has started, cover that square.
3. The middle square with this year's Super Bowl logo is a "free" square.
4. The first person to cover five squares in a row wins!